

FDA STAFF MANUAL GUIDES, VOLUME I - ORGANIZATIONS AND FUNCTIONS

FOOD AND DRUG ADMINISTRATION

OFFICE OF MEDICAL PRODUCTS AND TOBACCO

CENTER FOR TOBACCO PRODUCTS

OFFICE OF COMPLIANCE AND ENFORCEMENT

DIVISION OF PROMOTION, ADVERTISING AND LABELING

Effective Date: 03/24/2014

1. DIVISION OF PROMOTION, ADVERTISING AND LABELING (DKKIGB).

- A. Conducts routine monitoring and surveillance of regulated industry's tobacco marketing, labeling, promotion, and advertising activities related to regulated tobacco products. Initiates compliance actions against manufacturers, distributors, importers, and retailers who are found to be in violation of the Food, Drug and Cosmetic Act.
- B. Evaluates advertising, consumer information, and labeling contained in regulatory submissions. Reviews and approves warning plan submissions and other documents required for packaging and advertising.
- C. Responds to inquiries and investigates complaints related to tobacco product promotion, advertising, and labeling. Advises actual or potential manufacturers, distributors and importers concerning the requirements for labeling, promotion, and advertising activities.
- D. Collaborates with other offices within the Center and the Agency to ensure consistency in the regulation of tobacco promotion, advertising, and labeling and to develop strategies and policies pertaining to jurisdictional issues concerning the regulation of tobacco products.
- E. Provides technical support and guidance in the development and review of compliance regulations, guidance documents, strategies, training activities, and policies to ensure that regulated tobacco products meet labeling and advertising requirements.
- F. Participates in submission reviews, development of Product Standards and other consults with offices such as the Office of Science regarding promotion, advertising, and labeling related issues.

2. AUTHORITY AND EFFECTIVE DATE.

The functional statements for this Division of Promotion, Advertising and Labeling were approved by the Deputy Commissioner for Operations/Chief Operating Officer and effective on 03/24/2014.

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DIVISION OF PROMOTION, ADVERTISING,
AND LABELING

STAFF MANUAL GUIDE 1357.3
ORGANIZATIONS AND FUNCTIONS
EFFECTIVE DATE: March 24, 2014

The following is the Food and Drug Administration, Office of Medical Products and Tobacco, Center for Tobacco Products, Office of Compliance and Enforcement, Division of Promotion, Advertising, and Labeling organization structure depicting all the organizational structures reporting to the Office Director.

OFFICE OF THE DIRECTOR